

Duluth Holdings Celebrates Grand Opening of its Twenty-First Store in West Chester, Ohio

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BELLEVILLE, Wis., May 11, 2017 (GLOBE NEWSWIRE) -- Duluth Holdings Inc. (dba, Duluth Trading Company) (“Duluth Trading”) (NASDAQ: DLTH), a lifestyle brand of men’s and women’s casual wear, workwear and accessories, today announced the grand opening of its 21st store in West Chester, Ohio, part of the Greater Cincinnati Area. The store is located at 9578 Civic Centre Boulevard, West Chester, OH 45069.

“We are excited to bring the unique Duluth Trading retail experience to our brand fans in the Cincinnati area,” said Stephanie Pugliese, Chief Executive Officer of Duluth Trading. “We have many loyal customers in the Ohio River Valley, so West Chester is an ideal location for customers throughout the region to experience our solution-based apparel and gear firsthand.”

The store will host several events to celebrate the grand opening on Thursday, May 11. There will be an official ribbon cutting ceremony at 9:00 a.m. Eastern Time with members of the management team and local dignitaries on hand to do the honors. At noon and 5:00 p.m. Eastern Time, there will be a Lumberjack Show to welcome our customers.

About Duluth Trading

Duluth Trading is a rapidly growing lifestyle brand for the Modern, Self-Reliant American. Based in Belleville, Wisconsin, we offer high quality, solution-based casual wear, workwear and accessories for men and women who lead a hands-on lifestyle and who value a job well-done. We provide our customers an engaging and entertaining experience. Our marketing incorporates humor and storytelling that conveys the uniqueness of our products in a distinctive, fun way, and our products are sold exclusively through our content-rich website, catalogs, and “store like no other” retail locations. We are committed to outstanding customer service backed by our “No Bull Guarantee” - if it’s not right, we’ll fix it. Visit our website at www.duluthtrading.com.

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Duluth Trading Company